



WFTV-TV
P.O. Box 863324
Orlando, FL 32886-3324
ph: (407) 841-9000
fx: (407) 841-8259

Advertiser Pol/J Mica/R/Congress (13979)
Agency Sandler & Innocenzi (4158)
Buyer FEIST,CHRIS
Salesperson Telerep/Washington DC, Washington DC (1040)
ph: (555) 555-5555
Product Political - Federal Candidate (1067)
Brand JOHN MICA/R/CON/FL (82205)
Acct Types National/Political
Est/Headline /06254918
Demo
Revision 6, Modified on 9/21/12 12:27 PM
Comments JOHN MICA/CONGRESS
***** THIS IS A CASH IN ADVANCE

Invoice 627451
Inv Date 8/26/2012
Terms Net 30
Contract 324299
Bill Type Standard
Period 7/30/2012 - 8/26/2012

CO-OP/Order Type No/Normal
Package
Gen. Date 8/28/2012 5:45:42PM

Sandler & Innocenzi
705 Prince Street
Alexandria, VA 22314

AgM

Orlando (WFTV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
1.0	Spot	5:00:00AM- 5:30:00	Day,M-1,Tu-1,W-1,Th-1,F-1	07/30/12 5:27AM (Mo)	00:30	JM72412H	\$375.00	
1.0	Spot	5:00:00AM- 5:30:00	Day,M-1,Tu-1,W-1,Th-1,F-1	07/31/12 5:21AM (Tu)	00:30	JM72412H	\$375.00	
1.0	Spot	5:00:00AM- 5:30:00	Day,M-1,Tu-1,W-1,Th-1,F-1	08/01/12 5:13AM (We)	00:30	JM72412H	\$375.00	
1.0	Spot	5:00:00AM- 5:30:00	Day,M-1,Tu-1,W-1,Th-1,F-1	08/02/12 5:27AM (Th)	00:30	JM72412H	\$375.00	
1.0	Spot	5:00:00AM- 5:30:00	Day,M-1,Tu-1,W-1,Th-1,F-1	08/03/12 5:13AM (Fr)	00:30	JM71312H	\$375.00	
2.0	Spot	5:30:00AM- 6:00:00	Per week (3),Mo,Tu,We,Th,Fr	07/31/12 5:30AM (Tu)	00:30	JM72412H	\$725.00	
2.0	Spot	5:30:00AM- 6:00:00	Per week (3),Mo,Tu,We,Th,Fr	08/01/12 5:42AM (We)	00:30	JM72412H	\$725.00	
2.0	Spot	5:30:00AM- 6:00:00	Per week (3),Mo,Tu,We,Th,Fr	08/02/12 5:54AM (Th)	00:30	JM72412H	\$725.00	
3.0	Spot	9:00:00AM-10:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	07/30/12 9:55AM (Mo)	00:30	JM72412H	\$275.00	
3.0	Spot	9:00:00AM-10:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	07/31/12 9:40AM (Tu)	00:30	JM72412H	\$275.00	
3.0	Spot	9:00:00AM-10:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	08/01/12 9:59AM (We)	00:30	JM72412H	\$275.00	
3.0	Spot	9:00:00AM-10:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	08/02/12 9:32AM (Th)	00:30	JM72412H	\$275.00	
3.0	Spot	9:00:00AM-10:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	08/03/12 9:15AM (Fr)	00:30	JM71312H	\$275.00	
4.0	Spot	10:00:00AM-11:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	07/30/12 10:51AM (Mo)	00:30	JM72412H	\$275.00	
4.0	Spot	10:00:00AM-11:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	07/31/12 10:39AM (Tu)	00:30	JM72412H	\$275.00	
4.0	Spot	10:00:00AM-11:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	08/01/12 10:16AM (We)	00:30	JM72412H	\$275.00	
4.0	Spot	10:00:00AM-11:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	08/02/12 10:29AM (Th)	00:30	JM72412H	\$275.00	
4.0	Spot	10:00:00AM-11:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	08/03/12 10:50AM (Fr)	00:30	JM71312H	\$275.00	
5.0	Spot	11:00:00AM-12:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	07/30/12 10:59AM (Mo)	00:30	JM72412H	\$400.00	
5.0	Spot	11:00:00AM-12:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	07/31/12 11:37AM (Tu)	00:30	JM72412H	\$400.00	
5.0	Spot	11:00:00AM-12:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	08/01/12 10:58AM (We)	00:30	JM72412H	\$400.00	
6.0	Spot	4:00:00PM- 5:00:00	Per week (4),Mo,Tu,We,Th,Fr	07/30/12 4:33PM (Mo)	00:30	JM72412H	\$500.00	
6.0	Spot	4:00:00PM- 5:00:00	Per week (4),Mo,Tu,We,Th,Fr	07/31/12 4:22PM (Tu)	00:30	JM72412H	\$500.00	
6.0	Spot	4:00:00PM- 5:00:00	Per week (4),Mo,Tu,We,Th,Fr	08/01/12 4:21PM (We)	00:30	JM72412H	\$500.00	
6.0	Spot	4:00:00PM- 5:00:00	Per week (4),Mo,Tu,We,Th,Fr	08/03/12 4:25PM (Fr)	00:30	JM71312H	\$500.00	
7.0	Spot	7:00:00PM- 8:00:00	Per week (6),Mo,Tu,We,Th,Fr	07/30/12 6:59PM (Mo)	00:30	JM72412H	\$2000.00	
7.0	Spot	7:00:00PM- 8:00:00	Per week (6),Mo,Tu,We,Th,Fr	07/31/12 7:13PM (Tu)	00:30	JM72412H	\$2000.00	
7.0	Spot	7:00:00PM- 8:00:00	Per week (6),Mo,Tu,We,Th,Fr	08/01/12 7:36PM (We)	00:30	JM72412H	\$2000.00	
7.0	Spot	7:00:00PM- 8:00:00	Per week (6),Mo,Tu,We,Th,Fr	08/02/12 7:05PM (Th)	00:30	JM72412H	\$2000.00	
7.0	Spot	7:00:00PM- 8:00:00	Per week (6),Mo,Tu,We,Th,Fr	08/02/12 7:37PM (Th)	00:30	JM72412H	\$2000.00	
7.0	Spot	7:00:00PM- 8:00:00	Per week (6),Mo,Tu,We,Th,Fr	08/03/12 7:38PM (Fr)	00:30	JM71312H	\$2000.00	
8.0	Spot	11:35:00PM-12:05:00	Day,M-1,Tu-1,W-1,Th-1,F-1	07/30/12 12:01AM (Mo)	00:30	JM72412H	\$575.00	
8.0	Spot	11:35:00PM-12:05:00	Day,M-1,Tu-1,W-1,Th-1,F-1	07/31/12 11:54PM (Tu)	00:30	JM72412H	\$575.00	
8.0	Spot	11:35:00PM-12:05:00	Day,M-1,Tu-1,W-1,Th-1,F-1	08/01/12 12:01AM (We)	00:30	JM72412H	\$575.00	
8.0	Spot	11:35:00PM-12:05:00	Day,M-1,Tu-1,W-1,Th-1,F-1	08/02/12 11:54PM (Th)	00:30	JM72412H	\$575.00	
8.0	Spot	11:35:00PM-12:05:00	Day,M-1,Tu-1,W-1,Th-1,F-1	08/03/12 12:01AM (Fr)	00:30	JM71312H	\$575.00	
9.0 / 1	Spot	5:00:00AM- 6:00:00	Day,Sa-1	08/04/12 5:28AM (Sa)	00:30	JM71312H	\$75.00	(Revised)
10.0	Spot	6:00:00AM- 7:00:00	Day,Sa-1	08/04/12 6:29AM (Sa)	00:30	JM71312H	\$475.00	
11.0	Spot	7:00:00AM- 8:00:00	Day,Sa-1	08/04/12 7:39AM (Sa)	00:30	JM71312H	\$625.00	



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705 Prince Street
Alexandria, VA 22314

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OFFICIAL BILLING INVOICE

Orlando (WFTV)

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
12.0	Spot	12:00:00PM-12:30:00	Day,Sa-1	08/04/12 12:26PM (Sa)	00:30	JM71312H	\$300.00	
13.0 / 2	Spot	6:00:00PM- 6:30:00	Day,Sa-1	08/04/12 6:27PM (Sa)	00:30	JM71312H	\$300.00	(Revised)
14.0	Spot	7:00:00PM- 8:00:00	Day,Sa-2	08/04/12 7:12PM (Sa)	00:30	JM71312H	\$425.00	
14.0	Spot	7:00:00PM- 8:00:00	Day,Sa-2	08/04/12 7:44PM (Sa)	00:30	JM71312H	\$425.00	
15.0 / 3	Spot	5:00:00AM- 6:00:00	Day,Su-1	08/05/12 5:44AM (Su)	00:30	JM71312H	\$75.00	(Revised)
16.0	Spot	6:00:00AM- 7:00:00	Day,Su-1	08/05/12 6:28AM (Su)	00:30	JM71312H	\$475.00	
17.0	Spot	7:00:00AM- 8:00:00	Day,Su-1	08/05/12 7:39AM (Su)	00:30	JM71312H	\$625.00	
18.0	Spot	12:00:00PM-12:30:00	Day,Su-1	08/05/12 12:09PM (Su)	00:30	JM71312H	\$300.00	
19.0	Spot	6:00:00PM- 6:30:00	Day,Su-1	08/05/12 6:23PM (Su)	00:30	JM71312H	\$1000.00	
20.0	Spot	10:00:00PM-11:00:00	Day,F-1	08/03/12 10:46PM (Fr)	00:30	JM72412H	\$1200.00	
21.0	Spot	7:00:00AM- 9:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	07/30/12 7:25AM (Mo)	00:30	JM72412H	\$1200.00	
21.0	Spot	7:00:00AM- 9:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	07/31/12 8:59AM (Tu)	00:30	JM72412H	\$1200.00	
21.0	Spot	7:00:00AM- 9:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	08/01/12 7:55AM (We)	00:30	JM72412H	\$1200.00	
21.0	Spot	7:00:00AM- 9:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	08/02/12 8:53AM (Th)	00:30	JM72412H	\$1200.00	
21.0	Spot	7:00:00AM- 9:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	08/03/12 8:38AM (Fr)	00:30	JM71312H	\$1200.00	
22.0	Spot	12:00:00PM- 1:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	07/30/12 12:55PM (Mo)	00:30	JM72412H	\$500.00	
22.0	Spot	12:00:00PM- 1:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	07/31/12 12:20PM (Tu)	00:30	JM72412H	\$500.00	
22.0	Spot	12:00:00PM- 1:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	08/01/12 12:28PM (We)	00:30	JM72412H	\$500.00	
22.0	Spot	12:00:00PM- 1:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	08/02/12 12:37PM (Th)	00:30	JM72412H	\$500.00	
22.0	Spot	12:00:00PM- 1:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	08/03/12 12:42PM (Fr)	00:30	JM71312H	\$500.00	
23.0	Spot	5:00:00PM- 6:00:00	Per week (3),Mo,Tu,We,Th,Fr	08/01/12 5:44PM (We)	00:30	JM72412H	\$1425.00	
23.0	Spot	5:00:00PM- 6:00:00	Per week (3),Mo,Tu,We,Th,Fr	08/02/12 5:23PM (Th)	00:30	JM72412H	\$1425.00	
23.0	Spot	5:00:00PM- 6:00:00	Per week (3),Mo,Tu,We,Th,Fr	08/03/12 5:24PM (Fr)	00:30	JM71312H	\$1425.00	
24.0	Spot	6:00:00PM- 6:30:00	Per week (3),Mo,Tu,We,Th,Fr	07/31/12 6:14PM (Tu)	00:30	JM72412H	\$2150.00	
24.0	Spot	6:00:00PM- 6:30:00	Per week (3),Mo,Tu,We,Th,Fr	08/02/12 6:00PM (Th)	00:30	JM72412H	\$2150.00	
24.0	Spot	6:00:00PM- 6:30:00	Per week (3),Mo,Tu,We,Th,Fr	08/03/12 6:24PM (Fr)	00:30	JM71312H	\$2150.00	
25.0	Spot	11:00:00PM-11:30:00	Per week (4),Mo,Tu,We,Th,Fr,Sa,Su	08/02/12 11:30PM (Th)	00:30	JM72412H	\$1425.00	
25.0	Spot	11:00:00PM-11:30:00	Per week (4),Mo,Tu,We,Th,Fr,Sa,Su	08/03/12 11:27PM (Fr)	00:30	JM71312H	\$1425.00	
25.0	Spot	11:00:00PM-11:30:00	Per week (4),Mo,Tu,We,Th,Fr,Sa,Su	08/04/12 11:12PM (Sa)	00:30	JM71312H	\$1425.00	
25.0	Spot	11:00:00PM-11:30:00	Per week (4),Mo,Tu,We,Th,Fr,Sa,Su	08/05/12 11:29PM (Su)	00:30	JM71312H	\$1425.00	
26.0	Spot	1:00:00PM- 4:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	07/30/12 1:33PM (Mo)	00:30	JM72412H	\$325.00	
26.0	Spot	1:00:00PM- 4:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	07/31/12 1:37PM (Tu)	00:30	JM72412H	\$325.00	
26.0	Spot	1:00:00PM- 4:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	08/01/12 2:36PM (We)	00:30	JM72412H	\$325.00	
26.0	Spot	1:00:00PM- 4:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	08/02/12 1:37PM (Th)	00:30	JM72412H	\$325.00	
26.0	Spot	1:00:00PM- 4:00:00	Day,M-1,Tu-1,W-1,Th-1,F-1	08/03/12 2:37PM (Fr)	00:30	JM71312H	\$325.00	
27.0 / 5	Spot	9:00:00AM-11:00:00	Day,F-2	08/03/12 9:39AM (Fr)	00:30	JM71312H	\$350.00	(Revised)
27.0 / 5	Spot	9:00:00AM-11:00:00	Day,F-2	08/03/12 10:57AM (Fr)	00:30	JM71312H	\$350.00	(Revised)
28.0 / 4	Spot	5:00:00AM- 6:00:00	Day,Su-1	08/05/12 5:13AM (Su)	00:30	JM71312H	\$75.00	(Revised)

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total	\$58,500.00	Total Spots	77
Commission	(\$8,775.00)		
Net Total	\$49,725.00		

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.